**Marketing Research**

**Course Objectives:**

* Understand the marketing research (MR) process.
* Set MR objectives.
* Design questionnaires.
* Analyze the data and report design.
* Understand sources of data collection.

**Course Outlines:**

* Introduction to principles of marketing research
* Analyzing marketing environment
* MR process
* Guidelines in setting marketing research objectives
* Sources of data collections
* Design questionnaire
* Analyzing and report presentation

**Who Should Attend?**

* Marketing Manager & Sales Manager
* Sales Supervisor
* Marketing, Sales Staffs & Communications Staff
* Market Researchers & Analyst.

**Duration:** 5 Days

**For more information:**

Industrial Relations- Special Programs Unit:

Tel.: +966 (013) 340-2011 / (013) 340-2140

Fax : +966 (013) 340-2060

Email: specialprograms@jic.edu.sa